IN THE CLAIMS:

1-21. (Canceled)

22. (New) Compounds which bind the G-quadruplex structure of the telomers, characterized in that they correspond to the following general formula:

nitrogen-containing aromatic ring – NR_3 – distribution agent – NR'_3 – aromatic ring

in which

- the nitrogen-containing aromatic ring represents:
  - ◊ a quinoline optionally substituted with at least one group N(Ra)(Rb) in which Ra and Rb, which are identical or different, represent hydrogen, a short-chain C1-C4 alkyl, or alkoxy radical, or
  - ◊ a quinoline possessing a nitrogen atom in quaternary form,
  - ◊ a benzamidine, or
  - ◊ a pyridine
- the aromatic ring represents
  - ◊ a quinoline optionally substituted with at least one group N(Ra) (Rb) in which Ra and Rb, which are identical or different, represent hydrogen, a short-chain C1-C4 alkyl, or alkoxy radical, or
  - ◊ a quinoline possessing a nitrogen atom quaternary form,
  - ◊ a benzamidine,
  - ◊ a pyridine,
  - ◊ a phenyl ring optionally substituted at the meta or para position with a halogen group, C1-C4 alkoxy group, cyano group, carbonylamino group optionally substituted with one or more C1-C4

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alkyl groups, guanyl groups, C1-C4 alkylthio groups, amino groups, C1-C4 alkylamino groups, C1-C4 dialkylamino groups for each alkyl group, nitro group, alkylene-amino group or alkenyleneamino group, or

◊ a mono- or bi- or tricyclic hetero-cyclic ring comprising 0 to 2 heteroatoms per ring provided that at least one heteroatom is present in at least one ring optionally substituted with one or more C1-C4 alkyl groups, or with alkylene or alkenylene groups

- R3 and R'3, which are identical or different, represent independently of one another hydrogen or a C1-C4 alkyl radical
- the distribution agent represents:
  - ◊ a diazine group optionally substituted with an alkyl radical having 1 to 4 carbon atoms, a thio, oxy or amino radical which are themselves optionally substituted with one or more short-chain alkyl chains containing 1 to 4 carbon atoms or a halogen atom or
  - ◊ a carbonyl group or
  - ◊ a group C(=NH)-NH-C(=NH) or
  - ◊ an alkyldiyl group containing 3 to 7 carbon atoms

or one of its salts.

23. (New) Compounds according to Claim 22, characterized in that the distribution agent is a diazine group.

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24. (New) Compounds according to Claim 22, characterized in that the diazine group is a pyrimidine.

25. (New) A method of inhibiting telomerase activity, comprising administering a therapeutically effective amount of one or more compounds of claim 22 to a patient, wherein the level of telomerase activity in the patient following the administration is reduced relative to the level of telomerase activity existing prior to the administration.

26. (New) A method of treating a cancer, comprising administering a therapeutically effective amount of one or more compounds of claim 22 to a patient in need of such a treatment, wherein the level of telomerase activity following the administration is reduced relative to the level of telomerase activity existing prior to the administration.

27. (New) A pharmaceutical composition comprising one or more compounds of claim 22, and a pharmaceutically acceptable carrier.

28. (New) A therapeutic combination consisting of one or more compounds of claim 22, and another anticancer compound.

29. (New) The combination according to Claim 28, characterized in that the anticancer compound is chosen from alkylating agents, platinum derivatives, antibiotic agents, antimicrotubule agents, anthracyclines, group I and II topoisomerases, fluoropyrimidines, cytidine analogues, adenosine analogues, various enzymes and compounds such as L-asparaginase, hydroxyurea, trans-retinoic acid, suramine, irinotecan, topotecan, dexrazoxane, amifostine, herceptin, as well as oestrogenic and androgenic hormones.

30. (New) A therapeutic combination consisting of the administration of one or more compounds according to claim 22 and the administration of radiation.

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31. (New) The combination according to Claim 28, characterized in that each of the compounds is administered simultaneously, separately, or sequentially.

32. (New) Combinations according to Claim 29, characterized in that each of the compounds is administered simultaneously, separately, or sequentially.

33. (New) Combinations according to Claim 30, characterized in that each of the compounds and radiation are administered simultaneously, separately, or sequentially.

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